

What is claimed is:

1 1. An organic electroluminescent display,
2 comprising:

3 a transparent display panel;

4 a reflective sheet; and

5 a brightness regulating film for light transmission
6 between the transparent display panel and the
7 reflective sheet.

1 2. The display as claimed in claim 1, wherein the
2 transparent display panel further comprises:

3 a transparent substrate;

4 a first transparent electrode over the transparent
5 substrate;

6 a light-emitting layer over the first transparent
7 electrode; and

8 a second transparent electrode over the light-
9 emitting layer.

1 3. The display as claimed in claim 2, wherein the
2 light-emitting layer is an organic electroluminescent
3 film.

1 4. The display as claimed in claim 1, wherein the
2 brightness regulating film is an optical slit to control
3 light transmission from the environment.

1 5. The display as claimed in claim 4, wherein the
2 brightness regulating film is made of electrochromic
3 material or liquid crystal capable for controlling light

4 transmission thereon by adjusting current applied
5 thereto.

1 6. The display as claimed in claim 1, further
2 comprising a photo sensor to detect light intensity of
3 the environment.

1 7. The display as claimed in claim 6, wherein the
2 brightness regulating film adjusts the light transmission
3 intensity from the environment according to a light
4 intensity of the environment detected by the photo
5 sensor.

1 8. The display as claimed in claim 1, wherein the
2 brightness regulating film adjusts a light-transmitting
3 mode thereof by controlling current intensity applied
4 thereon according to a light intensity of the environment
5 as detected by the photo sensor.